

COMPARISON GUIDE

HeyLoopy vs LearnUpon: When Delivery Doesn't Equal Retention

LearnUpon is a well-regarded enterprise LMS built for multi-audience training. But delivering training to employees, partners, and customers doesn't guarantee any of them retain it. This guide compares two fundamentally different approaches to corporate training.

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Executive Summary

This comparison guide is written for training leaders, L&D professionals, and operations managers evaluating learning platforms for their teams. It presents an honest, data-driven comparison of LearnUpon and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

LearnUpon is a well-established, cloud-based learning management system built for multi-audience training at enterprise scale. Founded in 2012, it serves 1,500+ companies including BambooHR, Coupa, and Twilio, with over 23 million users and 200 million courses completed. It carries a 4.6/5 rating on Gartner Peer Insights (24 ratings) and a 4.66/5 on eLearningIndustry (66 reviews). Its standout capability is multi-portal architecture that lets organizations train employees, partners, and customers from a single platform.

HeyLoopy is an AI-powered micro-learning platform designed around a different premise: that the goal of training isn't completion - it's retention. Rather than hosting static courses, HeyLoopy generates personalized daily micro-lessons from your existing documents, uses spaced repetition to combat the forgetting curve, and provides an AI coach that answers employee questions directly from your institutional knowledge base.

Both platforms have legitimate strengths. The right choice depends on what you're optimizing for: **multi-audience training delivery** or **lasting knowledge retention**.

The core question

Organizations spend an average of \$1,280 per employee per year on training (ATD 2022). Without reinforcement, learners forget 70% of new material within a week. If your platform makes delivery seamless across audiences but doesn't address retention, what are you actually buying?

LearnUpon: Platform Profile

4.6/5

Gartner Peer Insights rating (24 ratings)

4.66/5

eLearningIndustry rating (66 reviews)

1,500+

Companies including BambooHR, Coupa, Twilio

What It Is

LearnUpon is a cloud-based learning management system designed to unify employee, partner, and customer training within a single platform. Its multi-portal architecture lets organizations create distinct, branded learning environments for each audience type while managing everything from one admin console. With 23 million users and 200 million courses completed, it has proven scale at the enterprise level.

Core Strengths

- **Multi-audience portals:** Separate branded portals for employees, partners, and customers. This is LearnUpon's defining capability and a genuine differentiator among enterprise LMS platforms.
- **Enterprise-grade support:** Gartner reviewers rate Service & Support at a perfect 5.0/5. Reviewers consistently highlight the quality of onboarding assistance and ongoing customer success.
- **Strong integrations:** Connects with Salesforce, HubSpot, HRIS systems, and other business tools. Gartner reviewers rate Integration & Deployment at 4.9/5.
- **Reporting and dashboards:** Gartner reviewers cite reporting functionality and dashboards as top product strengths. Clean visibility into training activity across all audience types.
- **Standards and global reach:** Supports SCORM 1.2, SCORM 2004, xAPI/Tin Can, and 12 languages for international deployments.
- **Broad use cases:** Compliance training, customer onboarding, employee development, partner enablement, and extended enterprise from a single account.

Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Opaque pricing:** LearnUpon uses "contact us" pricing with no published plans. This makes budgeting and comparison difficult, especially for mid-market buyers.

- **Course-dependent model:** All training must be built as courses. If your knowledge lives in documents, SOPs, or wikis, someone has to convert it into course format manually.
- **Multi-portal overhead:** While powerful, maintaining separate portals for each audience type increases admin workload. Content must be created and managed for each portal independently.
- **No AI coaching:** Lacks an AI layer that can answer employee questions from training materials or generate content from existing documentation.
- **Limited retention tools:** No built-in spaced repetition, adaptive review scheduling, or knowledge reinforcement beyond quizzes at end of course.
- **Content creation remains manual:** Despite strong integrations, the platform still requires traditional course development. There is no document-to-training pipeline.

Pricing

LearnUpon does not publish pricing. Plans require contacting their sales team for a custom quote. Enterprise deployments include dedicated customer success managers and implementation support. Budget-conscious teams should factor in the time cost of building and maintaining courses across multiple portals.

The Fundamental Gap: Delivery vs. Retention

Every traditional LMS - LearnUpon included - is built around a course-centric model: create content, assign it to learners, and track who completed it. LearnUpon adds multi-audience delivery on top, making it possible to reach employees, partners, and customers from one console. This model optimizes for **delivery efficiency across audiences**.

HeyLoopy is built around a different model: generate training from your documents, deliver it in daily micro-sessions, reinforce it with spaced repetition, and verify retention over time. This model optimizes for **knowledge retention**.

The distinction matters because these two models produce measurably different outcomes.

What cognitive science tells us

The forgetting curve (Ebbinghaus, replicated extensively): Without reinforcement, learners forget approximately 70% of new material within one week and 90% within one month. A single training session, no matter how well designed, cannot overcome this.

Spaced repetition produces 200%+ better long-term retention than massed practice (cramming or one-time delivery). This is one of the most replicated findings in cognitive psychology.

Active recall - retrieving information from memory rather than re-reading it - strengthens neural pathways and produces stronger, more durable learning than passive review.

Micro-learning (5-10 minute sessions) produces equivalent or better comprehension than longer sessions while dramatically reducing time away from productive work.

The delivery paradox

A platform that makes it easy to deliver training across three audiences that none of them remember isn't saving time - it's making it easier to waste time at triple the scale. The real cost isn't the LMS subscription. It's the productive hours consumed by training that doesn't produce lasting knowledge.

Feature-by-Feature Comparison

Dimension	LearnUpon	HeyLoopy
Learning approach	Course-based modules: self-paced or instructor-led	AI-generated daily micro-lessons with spaced repetition
Content creation	Manual course building, SCORM import, third-party content	Upload documents; AI generates training automatically
Retention method	Quiz at end of module, completion certificates	Spaced repetition + active recall, adaptive per learner
AI capabilities	Basic automation and reporting	AI coach from your knowledge base, content generation, adaptive difficulty
Learner time	30-90 min sessions per module	5-10 min daily micro-sessions
Admin time	Course building per portal, multi-audience management	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + quizzes	Continuous mastery assessment with gap identification
On-demand help	Search course library manually	AI coach answers questions from your institutional knowledge
Compliance	Certificate tracking, expiration reminders	Continuous reinforcement + verifiable mastery records
Multi-audience	Dedicated portals for employees, partners, customers	Role-based training paths from shared knowledge base
Standards	SCORM 1.2, SCORM 2004, xAPI, 12 languages	API-first; integrates with existing LMS as a complement
Best for	Enterprises needing multi-audience course delivery at scale	Teams that need training to produce lasting, verifiable knowledge

The Retention Argument

HeyLoopy's approach is built on three proven learning science principles that traditional LMS platforms don't implement:

1. Spaced Repetition

Instead of delivering all training in one session, HeyLoopy spaces content over time. Key concepts reappear at scientifically-optimized intervals - just before the learner would forget them. This transforms the forgetting curve from an enemy into an advantage: each retrieval strengthens the memory further.

2. Active Recall

Rather than asking learners to re-read or re-watch content, HeyLoopy requires them to retrieve answers from memory. This is harder than passive review, but it produces dramatically stronger retention. Every interaction is an assessment and a learning event simultaneously.

3. AI-Powered Personalization

The AI adapts to each learner's performance. Topics they've mastered appear less frequently. Topics where they struggle get more reinforcement. This means two employees working with the same training materials will have different daily experiences - each optimized for their specific knowledge gaps.

Traditional LMS (LearnUpon)

- Complete a module once
- Pass a quiz at the end
- Receive a certificate
- Never revisit the material
- Forget 70% within a week
- Re-take annually for compliance

AI Micro-Learning (HeyLoopy)

- 5-10 min daily sessions
- Active recall on every interaction
- Spaced repetition prevents forgetting
- AI adapts to individual gaps
- Continuous mastery verification
- Always audit-ready, not just annually

Three Scenarios: How Each Platform Handles Real Training Challenges

Scenario 1: New Employee Onboarding

With LearnUpon: You build an onboarding course (or series of courses) within your employee portal covering company policies, tools, procedures, and role-specific knowledge. The new hire completes them in their first week - typically several hours of modules. They get a completion certificate. Two weeks later, they're asking colleagues the same questions the training was supposed to answer.

With HeyLoopy: You upload your onboarding documents (handbook, SOPs, product guides). The AI generates a personalized training program. The new hire receives 5-10 minute daily sessions starting day one, covering the same material over 2-3 weeks with spaced repetition. They're productive from day one (sessions are short enough to allow real work), and the knowledge sticks because it's reinforced over time. When they have questions, the AI coach answers from your actual documentation.

Scenario 2: Product Knowledge for Customer-Facing Teams

With LearnUpon: You create product training modules in your partner portal and employee portal. Sales teams and channel partners complete them when new features launch. On the next customer call, they're still referring to cheat sheets because the training was a one-time event and the product changes faster than courses can be updated across portals.

With HeyLoopy: You update your product documentation. The AI automatically incorporates new material into daily training sessions. The team is drilled on current product knowledge continuously. When a prospect asks a question, the AI coach provides the answer instantly - no searching through modules or documentation.

Scenario 3: Compliance Refresher Training

With LearnUpon: Annual compliance training is assigned across employee and partner portals. Learners click through familiar slides, pass the quiz (often for the third or fourth time), and check the box. Between annual refreshers, policy knowledge degrades. If there's an audit or incident, you have completion records but not necessarily a workforce that actually knows the policies.

With HeyLoopy: Compliance policies are reinforced daily in small doses. The AI identifies which employees have gaps in specific policy areas and increases reinforcement for those topics. When

regulators ask for evidence of training, you show continuous engagement data and per-employee mastery scores - not just annual completion timestamps.

Pricing Analysis

LearnUpon Pricing

- **Published pricing:** None - LearnUpon requires contacting sales for a custom quote
- **Multi-portal costs:** Each additional audience portal may increase licensing fees
- **Implementation:** Dedicated customer success managers included at enterprise tiers
- **Third-party content:** Pre-built course libraries from partners available at additional cost

Hidden Costs to Consider

The subscription price is only part of the total cost of ownership. With any traditional LMS, factor in:


- **Content creation time:** Someone has to build every course for every portal. For a multi-audience deployment, this can mean maintaining parallel course libraries for employees, partners, and customers.
- **Portal maintenance overhead:** Each audience portal needs its own branding, content curation, and enrollment management. More portals means more admin hours.
- **Course update cycles:** When products, policies, or procedures change, every affected course across every portal needs updating. This multiplies the maintenance burden.
- **Ineffective training cost:** If 70% of training is forgotten within a week, the real cost is the wasted productive time - not the platform fee. This cost multiplies across every audience you train.

HeyLoopy's Value Proposition

HeyLoopy eliminates the content creation bottleneck entirely. Upload your existing documents - handbooks, SOPs, product guides, policy manuals - and the AI generates training automatically. This eliminates the largest hidden cost of any LMS: the time spent building and maintaining courses across multiple portals and audiences.

The real ROI question

The most cost-effective LMS isn't the one with the lowest subscription fee - it's the one that produces the most knowledge per dollar spent. If your enterprise platform requires parallel course libraries across three portals and produces training that's largely forgotten, the actual cost per



retained knowledge unit is significantly higher than a platform that generates training automatically and ensures retention through proven cognitive science.

Migration and Coexistence

HeyLoopy is not a rip-and-replace proposition. Many organizations use HeyLoopy alongside their existing LMS - including LearnUpon.

HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in SCORM content, instructor-led training, or video libraries, those remain in your LMS.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in your LMS, then retain it through HeyLoopy's daily micro-lessons.
- **Use HeyLoopy for institutional knowledge:** SOPs, handbooks, and documentation that don't fit neatly into a "course" are ideal for HeyLoopy's document-to-training pipeline.
- **Gradual transition:** Start with one use case (e.g., onboarding) and expand based on results. No big-bang migration required.

Getting Started

1. Identify one training area where retention matters most (onboarding, compliance, product knowledge)
2. Upload the relevant documentation to HeyLoopy
3. AI generates a training program in minutes
4. Pilot with a single team and measure knowledge retention vs. your existing LMS approach
5. Expand based on data

Recommendation

Choose LearnUpon if:

- You need separate branded portals for employees, partners, and customers
- You have dedicated L&D staff to build and maintain courses across portals
- Your budget accommodates enterprise-tier pricing without published rates
- Compliance requires completion certificates, not verified knowledge
- You need SCORM/xAPI compatibility for existing courseware
- Multi-audience delivery matters more than individual retention

Choose HeyLoopy if:

- You need employees to actually remember their training
- You want to turn existing documentation into training without manual course creation
- Your team is drowning in repetitive training questions that could be automated
- You need continuous compliance readiness, not annual checkbox exercises
- You want data on what your team knows, not just what they've completed
- You value AI-powered personalization that adapts to each learner

Consider both if:

- You have existing SCORM content worth preserving but want to add retention to the mix
- Some training (instructor-led, partner certification) stays in LearnUpon while document-based knowledge moves to HeyLoopy
- You want to run a pilot comparing retention outcomes before committing fully

Next Steps

Ready to see how HeyLoopy handles your training content? Start a free trial at app.heyloopy.com/signup - upload a document and see AI-generated training in minutes. No credit card required.



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